

Chrome Engine™

The Easiest Way to Fully Describe Large Pools of Inventory

How Does it Work?

Engine uses the vehicle's VIN, Options and/or features, the OEM's model code, and other data points to determine a vehicle's identity. Engine then generates a standardized description of the vehicle and adds any equipment known to be installed on it.

Why It Helps You Sell

Engine creates vehicle features or "categories" that represent equipment in generic rather than specific terms, making it easier for online shoppers or search engines to find your inventory. For example, "All-season traction control w/Dynamic Stability Control (DSC) becomes "Traction Control." Categories enable the same equipment to be identified across vehicles, facilitating the searching and summarizing of inventory.

You Say Data, They Say Content Managing large volumes of vehicle data inventory is not just time-consuming, it's risky. Vehicle descriptions can vary, from the incomplete to the inaccurate. Whether your company is responsible for accurately describing one thousand or fifty thousand vehicles, you can't afford to verify each description, let alone tweak those descriptions.

Now, there's help... Introducing Chrome Engine™, a stand-alone application that provides detailed vehicle information by batch processing large volumes of inventory data.

Let the Engine Do All the Work

Designed to run unattended in the background, Chrome Engine™ enables you to normalize, standardize and enhance huge amounts of vehicle inventory data, without touching the keyboard. And in a reasonable amount of time.

Decode and Enhance VINs Online shoppers expect a wealth of details at their fingertips, not just summaries. That's why Chrome Engine™ also enhances the output with Chrome's market-leading new vehicle data, your most accurate and comprehensive source of vehicle details.

Includes Pricing Chrome Engine returns original MSRP, Invoice and Destination Charges pricing for the base vehicle and any installed options. If Engine matches to more than one style, a high and low range is shown.

Export Accurate Information Chrome Engine™ can run batch imports and exports via a command line prompt or using the Microsoft Windows Scheduler. This batch process creates a single enhanced data inventory file and can be run on a schedule that best meets the client's need, whether nightly, weekly, monthly or quarterly.

Automatically Audit Your Vehicle Descriptions Chrome Engine™ provides reports that summarize each night's batch processing effort. You are alerted to any problems encountered and are protected from sending out bogus information. Only error-free vehicle or equipment records are exported.

IN THEIR WORDS

"The power of the Internet is that you can tell - and show - visitors much more than if you ran a newspaper classified for the same car".

**CHIP PERRY,
PRESIDENT AND CEO
AUTOTRADER.COM**



DRIVING AUTOMOTIVE COMMERCE™



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ABOUT CHROME SYSTEMS

With more than 13,000 clients, including half of all automotive dealers in the U.S. and Canada, Chrome provides vehicle content, software, technology and services to deliver complete enterprise solutions to all segments of the retail automotive industry. These segments include manufacturers, fleet companies, dealers, Internet sites, and financial institutions.

Chrome pioneered the technology behind electronic vehicle configuration close to 20 years ago when it introduced PC Carbook®, still the dealers' desktop tool of choice for vehicle specification, pricing and configuration.

Setting the Data Standard

For two years in a row, Chrome was rated the most accurate and orderable provider of vehicle specification and pricing data by one of the most trusted firms in auto market research, CNW Marketing/Research. The study evaluated 9 online new-vehicle pricing providers on the accuracy of their data and configuration.

Chrome ranked first in both accurate vehicle pricing and vehicle configuration logic.

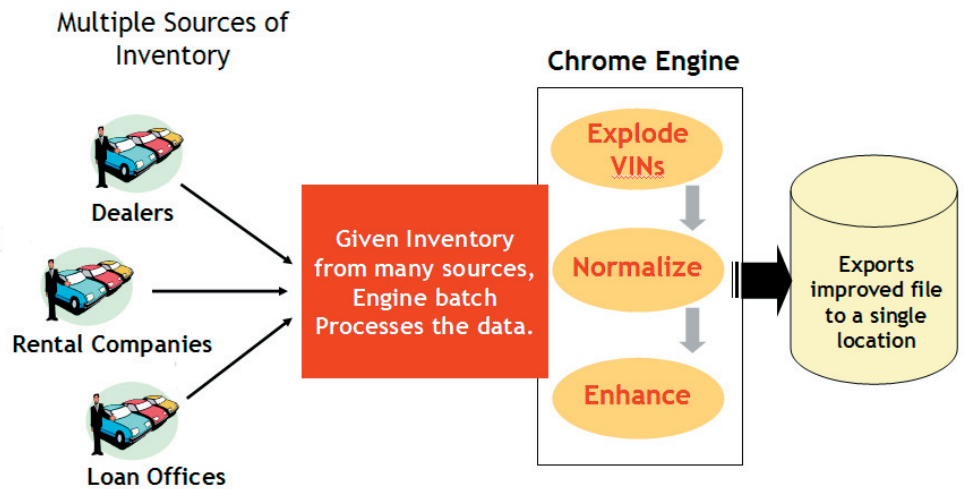
The Chrome Standard™ seal promotes the accuracy of our data. The seal is a visual reminder to consumers and professionals that the pricing and configuration data they're using is the most accurate data available.

Chrome Engine™ Benefits—From One to Many If you're a dealer network service provider or a VAR, Chrome Engine™ enables you to effectively manage your clients' vehicle data. Insurance companies and Fleet companies can do detailed portfolio evaluations. DMS and CRM vendors can ensure each client's data has been cleansed, standardized, decoded and enhanced. Portals and Web Site Providers can now offer detailed descriptions for both used and new vehicles.

Nightly Batch, Daily Updates Managing huge volumes of inventory data has never been easier. The Chrome Engine™ process lets you import, reconcile and export multiple dealer inventory files, with large amounts of inventory, through a nightly (or less frequent) batch process. This process results in a single enhanced data inventory file, and ensures that each day's vehicle data is current.

Chrome Engine is installed and runs on the client's hardware. Chrome also offers an inventory data normalization service if you prefer to not host the application.

Don't lose any more sleep over managing inventory data. Let Chrome Engine™ work the late shift for you.



The result of running data through Chrome Engine™ is a fully and consistently described vehicle.